

Asia New Zealand Foundation | Te Whītau Tūhono

Strategic Plan 2025 - 2028



VISION

New Zealanders are confident, capable and connected across Asia.

MISSION

To be New Zealand's leading provider of Asia insights and experiences that help equip New Zealanders to excel in Asia and in doing so, contribute to New Zealand's prosperity, security, society and development.

VALUE PROPOSITION

The Asia New Zealand Foundation Te Whītau Tūhono serves as a unique and important catalyst for growing and deepening New Zealanders' Asia capability. Staffed by Asia specialists and operating in and across Asia since 1994, it supports and expands New Zealand's Asia capability and relations by offering connections and insights that can't be achieved by government alone.

GOALS

Insights

To grow and deepen New Zealanders' awareness and knowledge of Asia and why it matters to New Zealand's future.

Connections

To grow and deepen New Zealanders' Asia connections.

Experiences

To offer a range of in-person, hands-on, in-Asia experiences that help to give New Zealanders the confidence and capability to utilise their knowledge and connections to re-engage independently.

Organisational performance

The Foundation, by brand, performance, resourcing and outputs retains its position as New Zealand's leading non-partisan, non-profit authority on Asia.

STAKEHOLDERS

Enablers

Allow the Foundation to do its work.

Amplifiers

Help amplify Asia insights and experiences for others.

Future Leaders

Our future decision-makers, business leaders and workforce.

VALUES

Whakapono

We believe in what we do

Ako

We are creative, dynamic and adaptable

Manaakitanga

We value relationships through respect and support